

PARKER GRAMS

A Little Journal of Inspiration and Helpfulness, Published Every Once in a While by the PARKER PEN COMPANY, Janesville, Wisconsin

FRIENDLY ATMOSPHERE

I know of a certain grocery store that always makes me think of a man run down at the heel. In this store there is stock enough but it does not look well arranged. The service is poor, the delivery bad, and I have suspicions that those handling the goods are not any too cleanly.

I have noticed by Bradstreet and Dun also that this particular store has a little poorer rating each year than it did the year previous, thus indicating that they are dying the death that comes to those who go backward.

The proprietor of this store thinks the town is cold, uncharitable, that his customers must be buying their goods of some mail order house or something of this sort. He does not realize that he himself is the offending cause.

I know of another store in the same line and in the same town, the proprietor of which is gradually growing wealthy. He is a born optimist. He always has a good word for those who enter. He is one of the obliging, pleasing sort and his store is of the sanitary kind. You feel when you buy anything of this particular dealer that it is not handled with the bare hands but care is taken to keep it clean; to wrap up the dried beef in oiled paper without it coming in contact with the fingers. The same with the cheese and other good things to eat.

There is no reasonable service asked of this man or of his salesmen that is not rendered and gladly. The result, everybody is boosting for Mr. Sanitary Optimist and he has about all the business he can possibly take care of.

Can we not find in the pictures of these two men lessons for success or failure for our own individual cases. The application of this lesson may be made to the boy who sweeps

out the store, the head clerk, the clerk just starting in or to the proprietor himself.

Create an atmosphere and a pleasant one. You influence people for or against you; for or against the store. Make the store with which you are associated such a pleasant place that customers will actually be attracted to your establishment and while there pleasant thoughts will be in mind. When this is the case, more sales can be made by far than when the customer is in a negative or unpleasant state of mind.

Show your goods in the best possible manner and in the best possible light. Forget to talk about doleful and disagreeable subjects when you are making a sale. Put something bright and cheery in the mind of your customers for a man is much more likely and willing to part with his money when he feels happy and light-hearted than he is when he is down-hearted for any reason whatsoever.

The laws of psychology, if understood, are the laws of common sense. They apply to you in your every day life just as they apply to me. There was absolute foundation to the old Biblical injunction (we would call it "slogan" now days) "AS A MAN THINKETH in HIS HEART SO IS HE."

It has been demonstrated in millions of cases. If a man thinks success, makes the necessary preparations, he is a success. It comes around so gradual and so natural that the thing is accomplished without the performance of any miracle. You have but to look around in your own town and you will see examples of this man or that woman completely changing their method of living all for the best and done with right thinking.

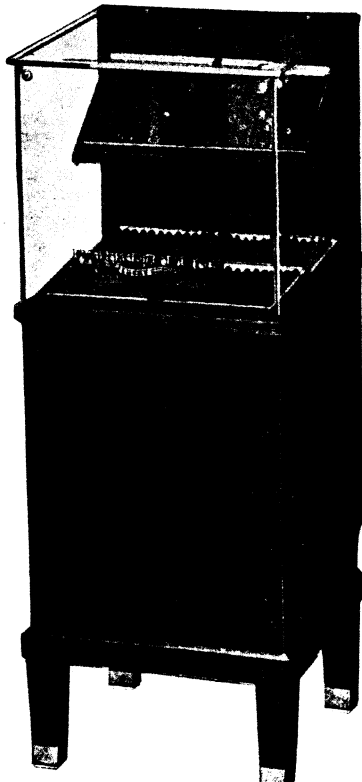
GEO. S. PARKER.

By Wireless

Did you ever stop to think how truly wonderful is wireless telegraphy?

Several times during the past year we have received wireless messages from war vessels for Parker Pens to be shipped

so that the pens would be on hand at the station as soon as the vessel reached port. Just think of getting an order for \$250.00 worth of Parker Pens emanating way out from the middle of the Pacific Ocean.



Case No. One—6 Dozen

Loaned with Regular Assortment net \$120.
Sanitary Base

Doing It Up Brown

That's what you would be doing if you put in a Pen Department.

Six dozen or eight dozen or twelve dozen or more dozen will do it and provide a way that will enable you to sell more pens than you ever sold before.

If you do not know our liberal terms regarding the installation of a pen department just drop us a line and you will get it by return post.

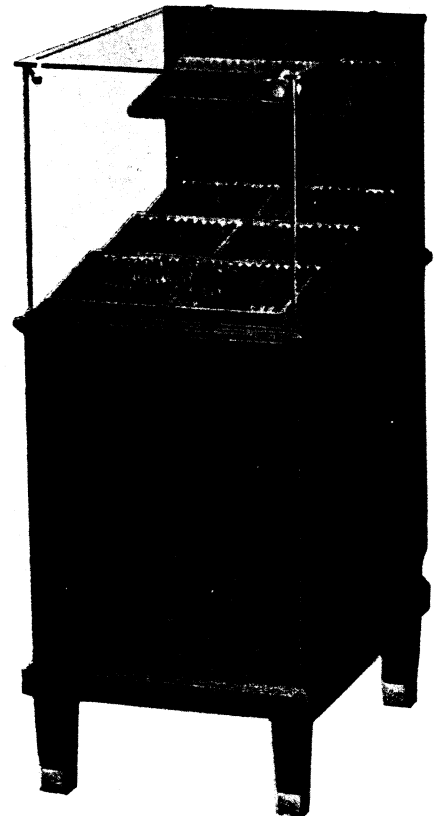
The New Parker Clip

(See Page 1)

This clip seems to be a very fit companion for the Parker SAFETY-SEALED Fountain Pen. We anticipated a big sale for it, but we really did not anticipate having orders come to us with quite the alacrity which we have been receiving them.

It is really an ideal clip. It certainly has won for itself in the short time it has been out many thousands of friends. We believe by all odds it is the handsomest clip we have ever seen. This is saying a good deal for there are clips and clips, good, bad and indifferent. The new Parker Clip is not merely good but it is especially good and the only clip of its character on the market. It has the advantage of being distinctive as it can be fitted only on the Parker SAFETY-SEALED or the Parker Jack Knife. It is made of German silver, nicked.

The clips retail for twenty-five cents and the wholesale price is fifteen cents each, whether they are ordered in dozen lots, quarter gross or gross lots. They not only pay a dealer a fair profit on direct sales but they are good salesmen themselves for they help to sell Parker Pens.



Case No. Two—8 Dozen

Loaned with Regular Assortment net \$160
Sanitary Base

Record Book

A very interesting book to keep is one in which to record your pen sales. Not only is it an interesting thing to look at but it is actually a money maker. Nearly everybody who purchases a fountain pen likes to know who has preceded him in the purchase of a Parker Pen. If Judge so and so, or Captain Jones is also a user of one, if they are good enough for these prominent people they ought to be good enough for the man who is contemplating buying.

Therefore we advise having a regular record book. We have a few record books on hand, handsomely bound, and any dealer who will agree to keep a record book, recording in it only the Parker Pen sales and leave it on his counter, we will until the edition is exhausted, send one to any such. We can assure you that you will find it one of the most interesting and valuable books in your store if you will keep it up.

Newspaper Electros

Whenever we receive a request from one of our dealers who says, "Send me a newspaper electro, I want to do some local advertising," we immediately put a red mark around that dealer's name on our ledger as we look upon him hereafter as one of the first line hustlers.

Last year was Parker year and this year is going to be even a bigger Parker year. We want more first line men.

Which electro will you have?

IVORINES

In the last issue of PARKERGRAMS we called your attention to the wonderful selling possibilities of the new

Parker Ivorines

We cannot accept an order from any dealer for a large number of these pens for the very good and sufficient reason—our present limited supply of crude material. We do, however, want all dealers to have a few because they are new and different from anything sold heretofore.

We have a monopoly on IVORINE and so far as we know will continue to have until after the war.



We can furnish the IVORINES in the following colors: coral (light or dark), blue, purple, orange, scarlet and white

Why not work a little strategy in your business? Who are the social and club leaders of your city? Who sets the pace for correct and new things to wear? Who is the most popular school girl that the others look up to?

Find out the favorite colors of these leaders. Then order the cap.

The Six Epochs of Writing?

Now we have something new that is so entirely different from anything you have ever seen that you cannot afford to pass it by. This is known as "The Six Epochs of Writing." It consists of six beautifully colored cards taking up the various epochs of writing starting with the cave man, thousands of years B. C., bringing this out in colors; then the Egyptian with the reed, the stylus, quill, steel pen, and the Parker Fountain Pen. All of the characters are typical of the times in which the various writing instruments were in vogue.

From an educational standpoint, these pictures are of great value for they are historically correct. We have gone to a great deal of expense to get these out and to have the drawings made and the plates produced. We cannot afford to send them out to anyone who wants to see them for mere idle curiosity but any dealer who will use them intelligently and put them in his window, will find these cards something that will attract intelligent people who will study them for the educational value. While doing this, they must extract a certain amount of advertising value.

If you want a set, send in your reservation by signing the card.

"Get men who think more of winning than they do of recompense."

Ink

You ought to carry never less than a quarter gross fountain pen ink. Good profit and quick seller.

Did You Win a Prize?

If you were a prize winner in any of the contests we have run during the past two years, and which prize was won on account of the record you made selling goods, you are entitled to a very handsome gold plated pin.

The pin is in the form of a horseshoe with a little enameled pen across it. It is marked "100 point Lucky Curve." It is a pen anyone can be proud to wear either on the tie or on the coat.

If you come under the provisions as noted above, write us stating the contest in which you competed and the pin will be promptly forwarded to you.

"There is absolutely nothing so winning as absolute sincerity."

Did You Get a Set?

In the last edition of "Parkergrams" we told you about two new and beautiful window cards we had gotten out. We think they are about the classiest pieces of fountain pen advertising we have ever seen. They may look a little "Frenchy," but if they do, they are modest and every one who sees them will stop and take a look and we believe the words "Parker Pen" will be impressed upon them. If you did not send in your requisition for a set of these, better do it before they are all gone. The number is limited. Then you will be sorry you did not get them.

IVORINES in these favorite colors. When they arrive in stock, telephone to, or otherwise arrange to have one leader in at a time and in a nice, tactful way, say that you have something new in the way of colors in the Parker Pen. That you would appreciate the opportunity of showing it to her as it is new and exclusive.

Then when Miss Society Belle calls, place in her hand the pen which you had previously learned was her favorite color. Explain tractfully what a charming addition one of these pens of a color to match her purse, her dress or writing case, would be. Explain that school girls usually carry the pens with a narrow black and white striped ribon drawn through a ring in

Do you not think your customers would be pleased with this subtle form of flattery? Most assuredly they would. You would find using this kind of salesmanship would make sales as easy as going on a fishing trip next summer.

How Important

How many times we receive letters like the following which we received from Mr. Thos. M. Williams, a national bank examiner, who wanted to buy a Parker Pen and asked for the names of dealers carrying a complete assortment of our pens at Hutchinson, Kansas.

We sent him the names of dealers in Hutchinson, none of whom carried a complete assortment, and by chance none happened to have the particular type of pen he wanted which was a good sized Parker SAFETY-SEALED Self Filler.

Possibly these dealers reasoned to themselves thus: "The Holidays are a thing of the past, so I will forget about ordering any Parker Pens for some time."

As a result, somebody lost the sale of a \$4.00 Fountain Pen. This was the only case that was reported to us from Hutchinson, but how many times do you suppose this has been duplicated in cases that are not reported to us?

Many times!

It is getting to be more and more a case of the man who does the business is the man who carries the goods. This will be particularly true in 1917.

Our list of live wire dealers who believe in the future and prepare for it accordingly are getting to be more and more numerous. Consequently we have more and more big pen customers.

"The King is the man who can—and does."

Funny, Isn't It?

Many years ago when the writer started in the fountain pen business, practically the entire demand at that time outside of one make was for what is known as an "overfeed" pen. The fountain pen business in those days was a good deal like the automobile was a few years ago—in rather a chaotic state—nothing was standardized.

Nobody could have predicted the fountain pen business in the years to come would have reached the wonderful proportions it has today nor could anybody have successfully prophesied the particular type of pen that would find favor with the public.

It was afterwards discovered that the public preferred a pen with an "underfeed," and the firm who put the first underfeed pen on the market reaped as a reward a large degree of success for the fortunate circumstances in hitting upon in the early history of fountain pen making that particular phase of that type of fountain pen.

Why It Became Lifeless

Then came another firm who specialized on the Self Filling Pen that made a very considerable degree of success in that line. The Parker Pen Co. years ago realized that the demand was for a Self Filling Fountain Pen but did not push that particular type of pen from the simple fact that the existing type of fountain pens contained too many imperfections. For instance any pen that had a hole in the wall of the barrel through which the pressure bar mechanism extended, was from our standpoint, imperfect. It stood to reason that the interior mechanism such as the soft rubber sac, would become vulcanized sooner or later by the constant contact with the air on the outside which could go through the "hole in the wall." Then when it became vulcanized and more or less lifeless, there was sure to be a crack in the rubber and with the crack there would be a calamity for there would be an oozing of the ink out from the rubber bag.

The owner himself perhaps would not notice this until notified of it by a feeling of moisture in the vicinity of the vest pocket. Then it would be discovered that the pen had "sprung a leak" and that the vest and shirt and undershirt were getting an inky baptism that called for strong language. Still people insisted on having the Self Filler.

The Missing Link

A little over two years ago we found we had discovered the missing link in the Self Filling Pen, viz.: a SAFETY-SEALED Self Filler. When we announced this to the trade, dealers could hardly believe that this was true. They have since discovered it to be a fact and the way the public has been making a demand upon the dealer shows that the Parker SAFETY-SEALED Self Filler occupies the high crest of the wave of popularity at the present time. In fact this pen enjoys a monopoly for at present there is no other SAFETY-SEALED Self Filler. The controlling patents governing this belong exclusively to this company.

Automatically Changes

Do you suppose for a minute any buyer of a fountain pen would select a fountain pen that had a hole or break in the wall when the Parker Pen is SAFETY-SEALED and will automatically change from a Self Filler to a non-Self Filler in case of accident, instead of the pen being put out of commission? No man who understood the construction of the two types of fountain pens would ever knowingly purchase a pen that was manifestly imperfect or inferior in construction when he could buy the same pen, all other things being equal but in addition to get a pen that is SAFETY-SEALED.

If a customer of yours does not have this knowledge, is it not up to you as a good salesman to impart it to him? In selling him a Parker SAFETY-SEALED, you are doing him a favor, something he will appreciate and in which he will show his appreciation by becoming a steady customer for your store. Try it and see.

"All business worth while is based on superior service gladly rendered."

Did You Ever Hear of Roger Babson?

He is the chap who is an authority on financial forecasts of business conditions, and what is more, he has been remarkably accurate in his predictions. Probably you have read some of his articles in the Saturday Evening Post.

He sends out a series of maps and reports to business houses who subscribe for the service. In a recent report, he speaks of the year just closing as being one of the most remarkable in the history of the world. Business conditions the country over have probably never been better. He makes the prediction for the next six months and thinks that it is safe to say, that the present good times will exist.

Are you harvesting and cashing in on the golden opportunities such as are presented to you?

If not, you ought to. If you are, you are a good business man. Is there any better time for you to cash in on an investment in Parker Pens than at the present?

Nothing New in Sight Now

No wonder if you realize that the Parker SAFETY-SEALED Self Filling Pen is the only SAFETY-SEALED Pen in the world today. How long this state of affairs will continue, no one knows. Possibly some inventor will invent another Safety Sealed Pen that has the good qualities of the Parker, but there is nothing in sight at present.

All of the Self Filling, so called "safety" pens on the market, other than the Parker, have a slit or hole in the wall, which is an absolute guarantee of a calamity happening to the owner some day. The interior mechanism of the pen, such as the rubber sac, could not possibly by any stretch of the imagination last as long as the outside rubber casing. When it breaks, what is going to happen? Ink is going to ooze through the slit or hole in the wall of the barrel and the result would be a stained vest and stained shirt and underwear, with possibly a few tattoo marks on the body of the owner.

Simply Could Not Happen to the Parker Owner

Such a calamity could not happen to the owner of a Parker SAFETY-SEALED Pen simply because there is no slit or hole in the wall of the barrel through which ink can ooze. By our advertising, we are getting this fact before the public, and do you suppose when a buyer gets it thoroughly into his mind that when he pays \$2.50 or more for a Self Filling Safety Fountain Pen, that he is going to take the old style with the hole in the wall, when he can get a Parker SAFETY-SEALED at no additional expense?

"Men buy more things because they like the salesman rather than logic. Select salesmen of the right sort."

Tact

Not long since the writer went into a store that had a few of the Parker IVORINES in stock, and the dealer was asked how they sold. He said, "They do not seem to take very well here."

In looking to see where these goods were in stock, they were found to be lying side by side in a tray. A suggestion was made to the dealer to get a little piece of velvet, make some graceful folds in it and put it in a separate part of the case. Then put these IVORINES in tastefully displayed between the folds, each one separated by some distance, because in order to show these off to the best advantage, distance must be a factor. This was done and the same dealer soon found the pens moved out quickly and had orders in for more.

Yes, it is largely how a thing is handled that makes the difference between success and failure. For instance, the writer knows of a very successful dealer who has sold all he could get of the IVORINES. He makes it a point of handling the matter in the following way.

Did you ever stop to think that the thoughts of most men when they are away from home turn many times a day to the wife, sweetheart, sister or mother, who awaits their return? Do you know that these very men are susceptible to suggestion?

Suppose for instance such a man entered your store. He might not be thinking of buying a fountain pen or anything more than a cigar. He is an excellent prospect to say to, "Let me show you a new thing in the way of a Parker IVORINE Fountain Pen."

Explain to this man that any lady who was so fortunate as to receive one of these pens as a present would be simply delighted with it. The idea of having a fountain pen to match the color of her purse or the color of her dress would please her immensely.

This matter delicately suggested by a tactful salesman and having a selection on hand, will produce marvelous selling results.

There are few men who would not take advantage of the suggestive salesmanship in such a little talk and buy the pen and thank the dealer for doing it.

It is a good plan too in such cases to have the monogram engraved on the cap. This can be done for about fifty cents and almost any good jeweler can do it. The monogram should, however, be filled in with some color to make a contrast with the background of the prevailing color of the holder.

"Play business like a game of golf. Be always the gentleman courteous, always the good fellow."

Slides

We have a series of colored slides which we are supplying free of charge to any dealer who desires to run them in his local moving picture house. The name of the dealer and his address is put on. We make no charge for these slides and no charge for the transportation. Tell us that you want them and they are yours.

PUBLISHED BY
The Parker Pen Company
Janesville, Wisconsin

This is THE CLIP That Saves the Ship



Hold in
place
like a
washer—
The New
PARKER
CLIP

WHICH IS IT?
If business is not as good as you like,
either you or your customer is at fault.

— BUSINESS —

PARKER GRAMS

1c PAID
JANESVILLE, WIS.
PERMIT NO. 5

Parker Safety Sealed Fountain Pens—showing how the new Parker Clip looks in position



Parker Bakelite Transparent \$3.50. With new Parker clip 25c extra.



No. 20—\$2.50. Parker Safety-Sealed Self Filler. With new Parker Clip 25c extra.

Cuts of the following are reduced in size and show the pen NOT equipped with new clip



No. 23 1/2—Parker Jack Knife Safety Self-filler. Price \$3.00. Full length. Fancy chased barrel.



No. 24 1/2—Parker Jack Knife Safety Self-filler. Price \$4.00. Medium or full length.



No. 25—Parker Jack Knife Safety Self-filler. Price \$5.00.

CATALOG SENT ON APPLICATION.

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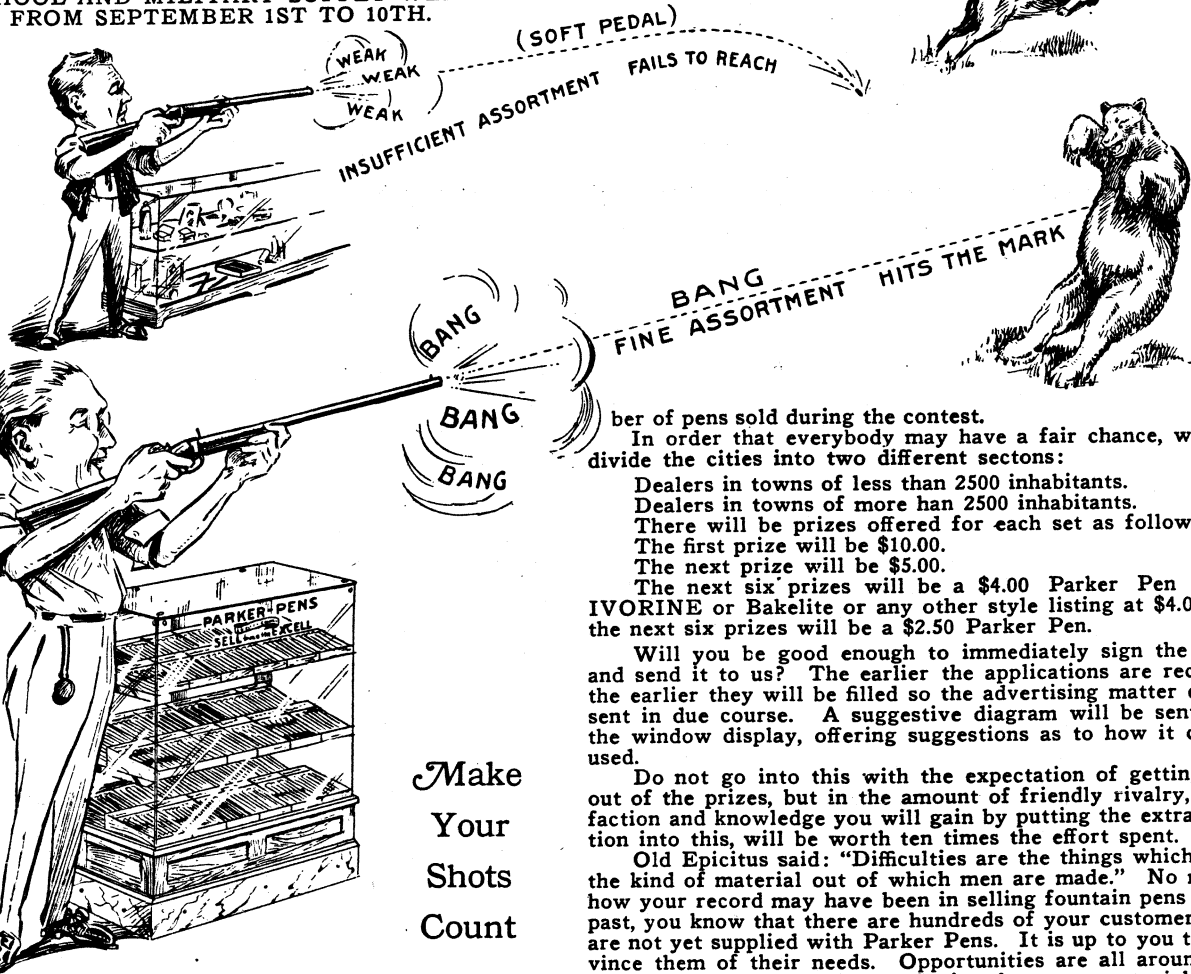
School and Military Supply Week

For a number of years past we have advertised and run what is known as "Efficiency Week" from September 1st to 10th. Inasmuch as the word "Efficiency" has been worked overtime somewhat, and also owing to the fact of the changed conditions on account of the war, as every man who has enlisted should have a fountain pen, we wish to emphasize this fact by combining this with the school opening and instead of the regular "Efficiency Week" this year, we will make it the

**SCHOOL AND MILITARY SUPPLY WEEK
FROM SEPTEMBER 1ST TO 10TH.**

sure, however, and give us the size of the window so we can send an amount to correspond to the size.

We are going to offer some prizes, enough to stimulate interest and some rivalry. We want each dealer or salesman who competes to send us a photograph not less than 3½ x 5 of the window display and at the same time to send us a statement of the num-



Make
Your
Shots
Count

ber of pens sold during the contest.

In order that everybody may have a fair chance, we will divide the cities into two different sections:

- Dealers in towns of less than 2500 inhabitants.
- Dealers in towns of more than 2500 inhabitants.
- There will be prizes offered for each set as follows:
- The first prize will be \$10.00.
- The next prize will be \$5.00.

The next six prizes will be a \$4.00 Parker Pen either IVORINE or Bakelite or any other style listing at \$4.00, and the next six prizes will be a \$2.50 Parker Pen.

Will you be good enough to immediately sign the blank and send it to us? The earlier the applications are received, the earlier they will be filled so the advertising matter can be sent in due course. A suggestive diagram will be sent with the window display, offering suggestions as to how it can be used.

Do not go into this with the expectation of getting rich out of the prizes, but in the amount of friendly rivalry, satisfaction and knowledge you will gain by putting the extra exertion into this, will be worth ten times the effort spent.

Old Epicurus said: "Difficulties are the things which show the kind of material out of which men are made." No matter how your record may have been in selling fountain pens in the past, you know that there are hundreds of your customers who are not yet supplied with Parker Pens. It is up to you to convince them of their needs. Opportunities are all around you as plentiful as flowers in the Spring, but you must pick them and cash in on them. They will not come to you of their own accord, any more than flowers from the field voluntarily leave their places and come to your hand.

Let us make the biggest success of the SCHOOL AND MILITARY SUPPLY WEEK of any contest ever known.

This will be advertised nationally. In order to make it as great a success as possible, we want every dealer who is looking to increase his business, and wants to receive the benefit of all the advertising, to sign the attached order and send it to us.

We will send the material for the window display. Be

The Soldier's Equipment

At the time the war broke out the writer was in New York City. While there he had the good fortune to meet an old time friend, Mr. E. J. Preston who spent some fifteen months' service with the armies in the service of England and France. While with the latter country he was in charge of the hospital supplies for France. He was temporarily blinded by the explosion of a shell near the battle front on a reconnoitering trip with some French officers who were showing him what war was and he got more than he bargained for and was so badly injured as well as temporarily blinded that he gave up and came back to the States again.

While talking about the incidents connected with the war as he saw it in Europe, he said, "Mr. Parker, you must prepare for an enormous increase in your pen business." A Parker Pen has been found to be such a necessary part of the European

soldier who has learned of its Safety Sealed features that he wants no other if he can get the Parker Safety Sealed. No European soldier's kit is complete without a fountain pen. Some have only the poor cheap ones but those who can have the Parker Safety Sealed. They are sent to the soldiers in enormous numbers by the friends at home.

After this war found the difficulty of securing fluid ink. Hence was born the Ink Tablet with which every European soldier who has a fountain pen is supplied.

"Get ready for it, Parker" said Mr. Preston, "or you will be swamped for you are making a war necessity, a good fountain pen," and get ready we did. Wonderful machines are working night and day making parts of fountain pens. Hundreds of thousands of Parker Ink Tablets have been made and sold under pressure such as is only done in America. We have and are making preparations to care for all business with promptness.

It's Your Duty

The writer ventures the prediction that we are entering upon the greatest period of financial activity ever known in the United States. This, of course, is caused by the war.

The high expenditure by the government must be made with the manufacturers who deal with production of all kinds.

Prosperity we all want, but for reasons of humanity we would much rather this great wave of prosperity should have for its origin some other source than the war, but we cannot help and we must accept the conditions as they are.

Then too, it is your patriotic duty and ours to do our best. We should produce the things which are wanted and needed to win this great war, just as the farmer has and is being urged to grow more crops, practice greater efficiency in producing them. Likewise the manufacturer must do his part. He must produce efficiently and in volume equal to the needs of the army and public.

HE WHO FAILS TO DO HIS BEST AT THIS TIME IS NOT LOYAL. ENORMOUS TAXES ARE TO BE LEVIED AND WITHOUT PRODUCTION UPON WHICH THESE TAXES ARE TO BE LEVIED THE UNITED STATES CANNOT WIN THIS WAR.

Therefore let us speed up!

Any thing worth doing is worth doing the best we know how. Those of us who are past the military age or who cannot well be spared from industries from whom production is required and cannot go to the front, can produce the sinews of war necessary for the need, comfort and sustenance of those who do.

It requires more than a blind hope to do any thing of consequence. **IT REQUIRES ACTION!**

It requires looking into the future and then following the plan disclosed by a careful study of the situation.

You know and so do I that the letter of every man at the front or away from home will be eagerly awaited at home. Therefore we know if this soldier's comfort and peace of mind is conserved in this respect he should have a good fountain pen and a good supply of Ink Tablets.

It would be a pleasure and a comfort to any friend of any man who serves his country in a military capacity to buy and present to him a writing outfit. The friend of such men should be posted and explain to them the best is none too good, and the kind of pen the men choose who have been doing the fighting are the self-fillers; and the kind that are not put out of commission and made useless by any thing going wrong to the interior mechanism, is the Safety Sealed No Hole in the Wall kind and that is the Parker. It would seem as though this type of pen came just at a time almost providential as it has proven its worth in tens of thousands of cases in the great armies of Europe during the past three years.

Therefore do not equip or permit to be equipped our soldiers or sailors with any pen other than the Safety Sealed Self Filling Parker.

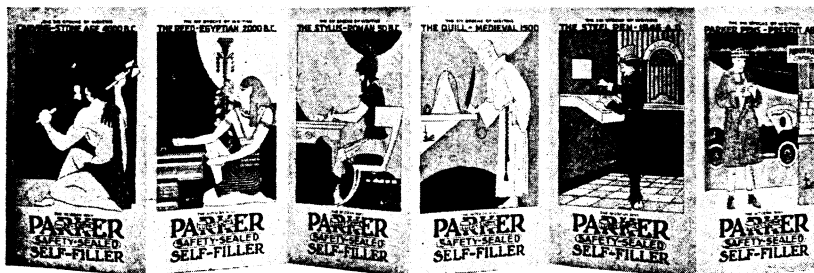
"Six Epochs of Writing"

Here is a cut which shows a rather unique piece of advertising and is known as the "Six Epochs of Writing."

It is printed in several beautiful colors. The card board upon which it is printed is scored between each subject so it may be folded accordion like and when in this position will stand supporting itself.

When school opens up you ought surely to have one in your window or on the show case.

The subject is educational as well as a good piece of advertising. The figures regarding costumes, etc., are historically correct.

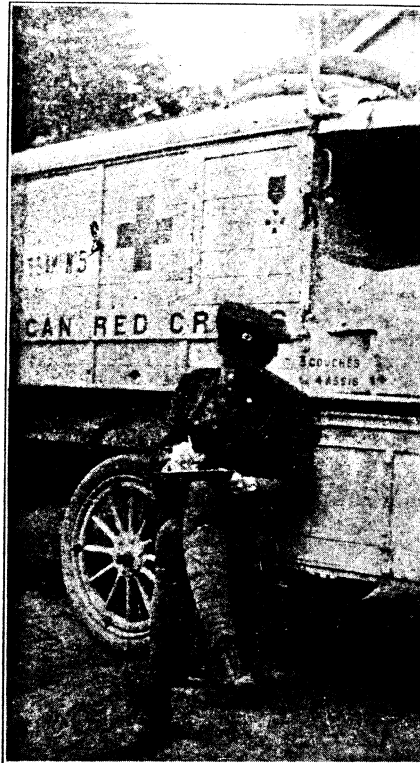


The War Poster

Have you ordered one or more? If you have not you are missing one of the best pieces of advertising we have ever gotten out. Not all of these big 7 x 9 foot posters are on bill

boards. Some dealers hang them up in the store and such an advertisement was never before shown of a fountain. Every person entering such a store is made to think fountain pens and as a result such dealers have had an unusual period of prosperity. We furnish the poster free.

This increased pen selling opportunity is yours—why not get in line?



"Somewhere in France"

Here is shown one of the American boys who is doing duty in the American Ambulance Corps in France.

You will notice he is thinking of home as is shown by the fact of his using his faithful Parker Safety Sealed.

The picture is of Mr. _____ who sent the photo to show us just how the boys "look, live and do" at the front.

The War

The vast preparation by the Government which is taking place all over the country on the most stupendous scale ever known.

Out of our factory and organization have already gone a number of our brave boys. The writer's second son, Kenneth, a junior in Brown University was among the first to respond to the call for arms and is taking his training at Newport, preparatory to his assignment on a boat.

Did you ever see a more splendid spirit than is being shown by the men enlisting, both young and older men?

Willing to give up positions and immediate prospects for the sake of the honor and freedom of the grand old United States.

A \$2.00 Self-Filler

We have had in mind for a considerable time the manufacture of a Self Filling Pen that would sell at a figure a little below the standard price, and make a popular pen for school and college trade. We have at last perfected and acquired the patents covering a device that is entirely new in the way of a Self Filling Pen.

Whoever heard of a Self Filling Pen having no pressure bar? You have heard of Blow Pens, but this is not a Blow Pen. In order to fill the pen, you make use of something that is everywhere prevalent, viz: air, only we use compressed air.

Simple? Yes, so extraordinarily simple you will wonder why someone never thought of the idea before. In order to fill the pen, you simply take hold of the little knurled end of the fountain opposite the pen point, pull it out and you will find that it is connected with a nicked metal tube. An examination of the knurled end will disclose the fact that there is a little air hole in the end.

Now, place the index finger over the air hole and give the tube a push back into the barrel. In pushing it back, it compresses the air in and around the rubber sac. As a result, it is collapsed. Now insert the pen in the ink, remove the finger and before you can say "Jack Robinson," the pen is filled. This pen is pretty nearly fool-proof. It is so clever that you cannot fail to be charmed with it.

Now in regard to prices and delivery. This pen will not be ready for delivery until September 15th. For the present it will be made only in the \$2.00, \$2.50 and \$3.00 styles. We are making preparation to market one hundred thousand of these the latter part of the year. It is a big task to put out a new model of a fountain pen.

The name? Oh yes it has a name, and the name will be descriptive of the method by which it is

filled. It will be known as the PARKER FINGER FILLER. If you place an advance order for delivery September 15th, you can order the No. 18 F F; the No. 20 F F, or the No. 23 F F, but be sure and put F F immediately after the number.

The prices you will note are \$2.00, \$2.50 and \$3.00. The discount in quantities is 40%, differing just a little from the regular Parker SAFETY-SEALED in this respect. In the next edition of Parkergrams a further announcement will be made and cuts shown of the pen.

Where Rubber Comes From

Any small boy, who is studying geography, will tell you that Rubber and Tea comes from Ceylon and other tropical lands. As a general rule, even that small boy or any of his older brothers and sisters don't know what crude rubber itself really looks like, or have any idea how it is gathered.

What is rubber? Well, everyone thinks that rubber is the sap of certain tropical trees. And that's where everyone is wrong. Rubber doesn't come from sap, but from a milky white fluid found just beneath the bark of rubber trees. The milkweed in this country is very similar.

Rubber comes from three sources of supply—Brazil and the Amazon district in South America; Central Africa, and the East Indies, including Ceylon and the Malay Peninsula.

For years the Amazon district was the most fruitful source of rubber supply, and in fact, that is where the first commercial supply came from. Parties of natives go hundreds of miles up the Amazon into the deep jungles where rubber trees are plentiful.

That's a wild and wooly country up there—monkeys swinging from tree to tree by their tails, parrots screeching in the upper branches, and those big anacondas that get to be twenty



A rubber plantation on the Malay Peninsula.

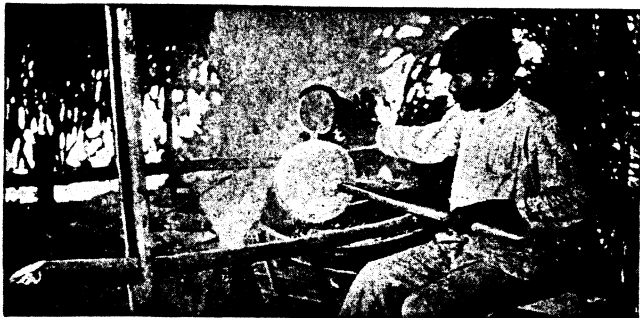
feet long, hanging from the trees waiting to crush their prey in their folds. A nice place to work!

After pitching camp, the natives tap trees, collect the latex,—a whitish, milky fluid—and then extract the rubber from the latex by drying it on a stick over a palm nut fire. For months at a time, they follow this crude program, and then load their crude boats, made from hollowed-out logs, and float down the river to port. Pictures on this page show different methods used to separate rubber from latex in South America.

Hardships which Brazil natives have been called to endure on these long adventures into the jungles of South America have been nothing short but terrible. Very often their task masters have been cruel and severe and do not hesitate to chop off fingers, hands and ears when the natives do not produce the amount of rubber which was expected from him. In the swamps of the jungles fever germs and wild animals continue to make the mortality exceedingly high. A few years ago it was said that every ton of crude rubber received in this country had cost a human life and there seems every reason that the estimate was a correct one.

These conditions have been changed today, however, for new sources of rubber supply have been developed where more modern methods are used.

A great deal of the rubber used by manufacturers today comes from the East Indies, Ceylon and Malay. The plantations in the Orient are a recent development in rubber production. Only a few years ago did their volume rise high enough



On the Upper Amazon, the natives use poles and coagulate rubber over a cone-shaped chimney covering a palm nut fire.

to make them of commercial importance. But so rapid has been their increase, due to the fact that a great many plantations have begun to bear at once, that today nearly 80 per cent. of the world's rubber supply comes from the East Indies, and it is increasing each year.

The primitive conditions which surround the gathering of

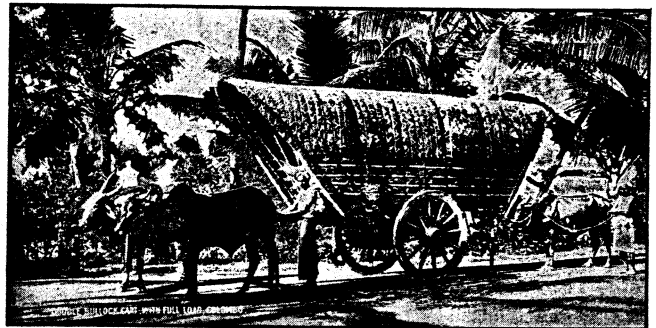
rubber in other parts of the world are largely lacking on the plantations. Factory buildings and up-to-date machinery have been installed by Englishmen, and coolies are trained before they are permitted to tap trees with their knives.

So great has been the increase in rubber production, and so much is promised, that we may have rubber pavements, rubber roofing and maybe rubber furniture in the next few years.

A great many people have the idea that rubber is just rubber,—that is, there is no distinction between good rubber and bad rubber and that all that is necessary for the manufacturers is to go into a trade market and buy a carload of rubber and manufacture.

Far from that! The truth of the matter is, there is really more than three hundred different grades of crude rubber. That which comes from Brazil is altogether different from the quantities which Africa produces and although the name of the tree is the same, that planted on the East Indies plantations gives little comparison between the two. The explanation of the wide diversity of crude rubber is found in the fact that rubber is almost temperamental. Rubber trees aren't all alike as all men are not alike. Climate, soil, cultivation, methods used in gathering rubber and various processes of coagulation of latex have so much influence that rubber manufacturers must study crude rubber carefully if they would maintain uniform quality in their products.

This is the story of where crude rubber comes from and will give you some idea of the importance to the manufacturers of knowing in deal about all of the sources of supply.



A glimpse of picturesque Ceylon.

This then is the beginning of the story relating to what enters into the Parker SAFETY-SEALED Self Filler. It is too long a story to tell all the details here, but it will suffice to say the rubber is shipped from the country in which it originates in what is called "biscuits." That is great pieces of rubber that have been dried and in this form sold to the exporter.

When the rubber gets to the manufacturer, he must in turn cut it up and make it soft and pliable. Then the rubber that goes to the fountain pen manufacturer is eventually vulcanized, and the caps and barrels which you carry in your pockets are the finished product of the rubber made from the sap which was taken so many thousands of miles away.

Science, industry and invention have brought all these together and placed in your pocket the little instrument for your comfort and convenience that would not be possible to produce if it were not for this wonderful substance, called rubber.

The picture below represents Mr. Maurice L. Smith, our representative for the greater part of Texas. A man of splendid physique, courteous and a gentleman always, whose idea of salesmanship is on a much higher plain than mere dollars and cents. A man after he calls on you once, you cannot help but say, "Come and see us again."



The above represents one of our commanding generals, Mr. M. T. Fish of New York, who has been associated with this company for eighteen years. A wide-awake, intelligent man who anyone can feel proud to call a friend is a description that would fit Mr. M. T. Fish.

Handsome little gold plated ring inserted in the cap of any of the above styles at 25c extra. It gives a finished look to the pen. Very popular. Complete catalog sent on application.

Other Sizes: No. 25, \$5. No. 26, \$6. No. 28, still larger, \$7. Black Giant, a whale; largest pen we make—\$10.

No. 16—Jack Knife Safety. Gold Filled Mountings. Price \$6.00. Regular or baby size.

No. 14—Same as No. 16 only silver mounted. Price \$5.00.



No. 24 1/2—Parker Jack Knife Safety Self-filler. Price \$4.00. Medium or full length.



No. 23 1/2—Parker Jack Knife Safety Self-filler. Price \$3.00. Long or medium barrel. Fancy chased barrel.



Cuts of the following are reduced in size and show the pen NOT equipped with new clip

Parker Bakelite Transparent \$3.50. With new Parker clip 25c extra.



No. 20—\$2.50. Parker Safety-Sealed Self Filler. With new Parker Clip 25c extra. Long or medium barrel.



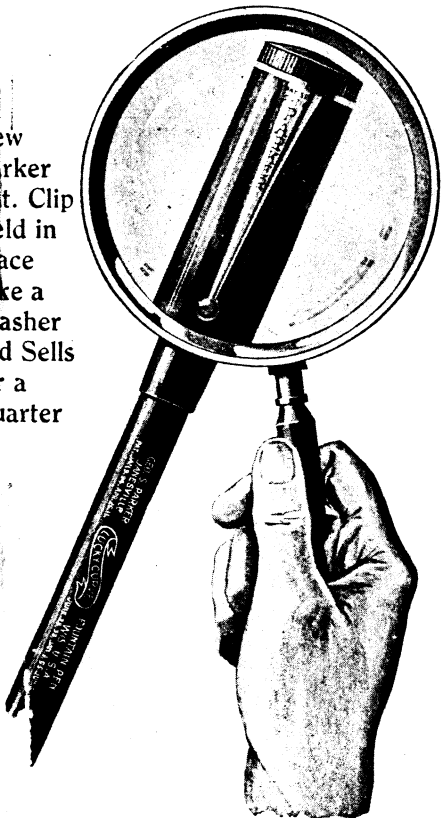
Parker Safety Sealed Fountain Pens—showing how the new Parker Clip looks in position

PARKERGRAMS

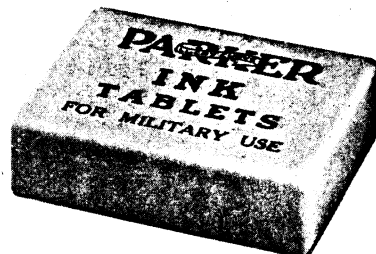
Be Cheerful. A Circus Draws a Bigger Crowd Than a Funeral.

1c PAID
JANESVILLE, WIS.
PERMIT No. 5

New
Parker
at. Clip
held in
face
like a
Washer
and Sells
for a
quarter



Grips Like a Toothless Bull Dog



Ten Cents per Box

PUBLISHED BY
The Parker Pen Company
Janesville, Wisconsin



A Little Journal of Inspiration and Helpfulness, Published Every Once in a While by the PARKER PEN COMPANY, Janesville, Wisconsin

I know of a certain grocery store that always makes me think of a man run down at the heel. In this store there is stock enough but it does not look well arranged. The service is poor, the delivery bad, and I have suspicions that those handling the goods are not any too cleanly.

I have noticed by Bradstreet and Dun also that this particular store has a little poorer rating each year than it did the year previous, thus indicating that they are dying the death that comes to those who go backward.

The proprietor of this store thinks the town is cold, uncharitable, that his customers must be buying their goods of some mail order house or something of this sort. He does not realize that he himself is the offending cause.

I know of another store in the same line and in the same town, the proprietor of which is gradually growing wealthy. He is a born optimist. He always has a good word for those who enter. He is one of the obliging, pleasing sort and his store is of the sanitary kind. You feel when you buy anything of this particular dealer that it is not handled with the bare hands but care is taken to keep it clean; to wrap up the dried beef in oiled paper without it coming in contact with the fingers. The same with the cheese and other good things to eat.

There is no reasonable service asked of this man or of his salesmen that is not rendered and gladly. The result, everybody is boosting for Mr. Sanitary Optimist and he has about all the business he can possibly take care of.

Can we not find in the pictures of these two men lessons for success or failure for our own individual cases. The application of this lesson may be made to the boy who sweeps

out the store, the head clerk, the clerk just starting in or to the proprietor himself.

Create an atmosphere and a pleasant one. You influence people for or against you; for or against the store. Make the store with which you are associated such a pleasant place that customers will actually be attracted to your establishment and while there pleasant thoughts will be in mind. When this is the case, more sales can be made by far than when the customer is in a negative or unpleasant state of mind.

Show your goods in the best possible manner and in the best possible light. Forget to talk about doleful and disagreeable subjects when you are making a sale. Put something bright and cheery in the mind of your customers for a man is much more likely and willing to part with his money when he feels happy and light-hearted than he is when he is down-hearted for any reason whatsoever.

The laws of psychology, if understood, are the laws of common sense. They apply to you in your every day life just as they apply to me. There was absolute foundation to the old Biblical injunction (we would call it "slogan" now days) "AS A MAN THINKETH IN HIS HEART SO IS HE."

It has been demonstrated in millions of cases. If a man thinks success, makes the necessary preparations, he is a success. It comes around so gradual and so natural that the thing is accomplished without the performance of any miracle. You have but to look around in your own town and you will see examples of this man or that woman completely changing their method of living all for the best and done with right thinking.

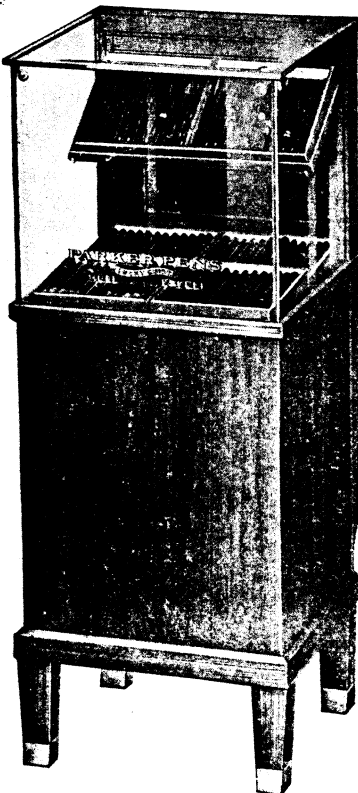
GEO. S. PARKER.

By Wireless

Did you ever stop to think how truly wonderful is wireless telegraphy?

Several times during the past year we have received wireless messages from war vessels for Parker Pens to be shipped

so that the pens would be on hand at the station as soon as the vessel reached port. Just think of getting an order for \$250.00 worth of Parker Pens emanating way out in the middle of the Pacific Ocean.



Case No. One—6 Dozen

Loaded with Regular Assortment net \$120. Sanitary Base

Doing It Up Brown

That's what you would be doing if you put in a Pen Department.

Six dozen or eight dozen or twelve dozen or more dozen will do it and provide a way that will enable you to sell more pens than you ever sold before.

If you do not know our liberal terms regarding the installation of a pen department just drop us a line and you will get it by return post.

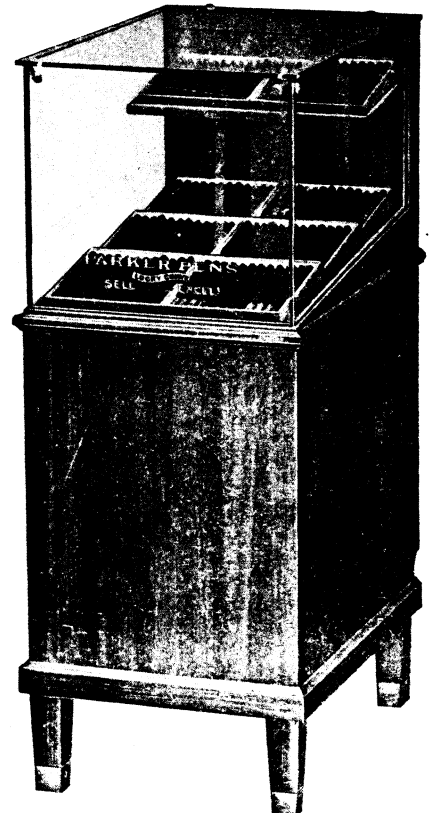
The New Parker Clip

(See Page 1)

This clip seems to be a very fit companion for the Parker SAFETY-SEALED Fountain Pen. We anticipated a big sale for it, but we really did not anticipate having orders come to us with quite the alacrity which we have been receiving them.

It is really an ideal clip. It certainly has won for itself in the short time it has been out many thousands of friends. We believe by all odds it is the handsomest clip we have ever seen. This is saying a good deal for there are clips and clips, good, bad and indifferent. The new Parker Clip is not merely good but it is especially good and the only clip of its character on the market. It has the advantage of being distinctive as it can be fitted only on the Parker SAFETY-SEALED or the Parker Jack Knife. It is made of German silver, nickelled.

The clips retail for twenty-five cents and the wholesale price is fifteen cents each, whether they are ordered in dozen lots, quarter gross or gross lots. They not only pay a dealer a fair profit on direct sales but they are good salesmen themselves for they help to sell Parker Pens.



Case No. Two—8 Dozen

Loaded with Regular Assortment net \$160. Sanitary Base

Record Book

A very interesting book to keep is one in which to record your pen sales. Not only is it an interesting thing to look at but it is actually a money maker. Nearly everybody who purchases a fountain pen likes to know who has preceded him in the purchase of a Parker Pen. If Judge so and so purchased a Parker Pen and the Honorable so and so, or Captain Jones is also a user of one, if they are good enough for these prominent people they ought to be good enough for the man who is contemplating buying.

Therefore we advise having a regular record book. We have a few record books on hand, handsomely bound, and any dealer who will agree to keep a record book, recording in it only the Parker Pen sales and leave it on his counter, we will until the edition is exhausted, send one to any such. We can assure you that you will find it one of the most interesting and valuable books in your store if you will keep it up.

Newspaper Electros

Whenever we receive a request from one of our dealers who says, "Send me a newspaper electro, I want to do some local advertising," we immediately put a red mark around that dealer's name on our ledger as we look upon him hereafter as one of the first line hustlers.

Last year was Parker year and this year is going to be even a bigger Parker year. We want more first line men.

Which electro will you have?

IVORINES

In the last issue of PARKERGRAMS we called your attention to the wonderful selling possibilities of the new

Parker Ivorines

We cannot accept an order from any dealer for a large number of these pens for the very good and sufficient reason—our present limited supply of crude material. We do, however, want all dealers to have a few because they are new and different from anything sold heretofore.

We have a monopoly on IVORINE and so far as we know will continue to have until after the war.

Did You Win a Prize?

If you were a prize winner in any of the contests we have run during the past two years, and which prize was won on account of the record you made selling goods, you are entitled to a very handsome gold plated pin.

The pin is in the form of a horseshoe with a little enameled pen across it. It is marked "100 point Lucky Curve." It is a pen anyone can be proud to wear either on the tie or on the coat.

If you come under the provisions as noted above, write us stating the contest in which you competed and the pin will be promptly forwarded to you.

"There is absolutely nothing so winning as absolute sincerity."

Did You Get a Set?

In the last edition of "Parkergrams" we told you about two new and beautiful window cards we had gotten out. We think they are about the classiest pieces of fountain pen advertising we have ever seen. They may look a little "Frenchy," but if they do, they are modest and every one who sees them will stop and take a look and we believe the words "Parker Pen" will be impressed upon them. If you did not send in your requisition for a set of these, better do it before they are all gone. The number is limited. Then you will be sorry you did not get them.

IVORINES in these favorite colors. When they arrive in stock, telephone to, or otherwise arrange to have one leader in at a time and in a nice, tactful way, say that you have something new in the way of colors in the Parker Pen. That you would appreciate the opportunity of showing it to her as it is new and exclusive.

Then when Miss Society Belle calls, place in her hand the pen which you had previously learned was her favorite color. Explain tractfully what a charming addition one of these pens of a color to match her purse, her dress or writing case, would be. Explain that school girls usually carry the pens with a narrow black and white striped ribobn drawn through a ring in



We can furnish the IVORINES in the following colors: coral (light or dark), blue, purple, orange, scarlet and white

Why not work a little strategy in your business? Who are the social and club leaders of your city? Who sets the pace for correct and new things to wear? Who is the most popular school girl that the others look up to?

Find out the favorite colors of these leaders. Then order the cap.

Do you not think your customers would be pleased with this subtle form of flattery? Most assuredly they would. You would find using this kind of salesmanship would make sales as easy as going on a fishing trip next summer.

The Six Epochs of Writing?

Now we have something new that is so entirely different from anything you have ever seen that you cannot afford to pass it by. This is known as "The Six Epoche of Writing." It consists of six beautifully colored cards taking up the various epochs of writing starting with the cave man, thousands of years B. C., bringing this out in colors; then the Egyptian with the reed, the stylus, quill, steel pen, and the Parker Fountain Pen. All of the characters are typical of the times in which the various writing instruments were in vogue.

From an educational standpoint, these pictures are of great value for they are historically correct. We have gone to a great deal of expense to get these out and to have the drawings made and the plates produced. We cannot afford to send them out to anyone who wants to see them for mere idle curiosity but any dealer who will use them intelligently and put them in his window, will find these cards something that will attract intelligent people who will study them for the educational value. While doing this, they must extract a certain amount of advertising value.

If you want a set, send in your reservation by signing the card.

"Get men who think more of winning than they do of recompense."

Ink

You ought to carry never less than a quarter gross fountain pen ink. Good profit and quick seller.

How Important

How many times we receive letters like the following which we received from Mr. Thos. M. Williams, a national bank examiner, who wanted to buy a Parker Pen and asked for the names of dealers carrying a complete assortment of our pens at Hutchinson, Kansas.

We sent him the names of dealers in Hutchinson, none of whom carried a complete assortment, and by chance none happened to have the particular type of pen he wanted which was a good sized Parker SAFETY-SEALED Self Filler.

Possibly these dealers reasoned to themselves thus: "The Holidays are a thing of the past, so I will forget about ordering any Parker Pens for some time."

As a result, somebody lost the sale of a \$4.00 Fountain Pen. This was the only case that was reported to us from Hutchinson, but how many times do you suppose this has been duplicated in cases that are not reported to us?

Many times!

It is getting to be more and more a case of the man who does the business is the man who carries the goods. This will be particularly true in 1917.

Our list of live wire dealers who believe in the future and prepare for it accordingly are getting to be more and more numerous. Consequently we have more and more big pen customers.

"The King is the man who can—and does."

Funny, Isn't It?

Many years ago when the writer started in the fountain pen business, practically the entire demand at that time outside of one make was for what is known as an "overfeed" pen. The fountain pen business in those days was a good deal like the automobile was a few years ago—in rather a chaotic state—nothing was standardized.

Nobody could have predicted the fountain pen business in the years to come would have reached the wonderful proportions it has today nor could anybody have successfully prophesied the particular type of pen that would find favor with the public.

It was afterwards discovered that the public preferred a pen with an "underfeed," and the firm who put the first underfeed pen on the market reaped as a reward a large degree of success for the fortunate circumstances in hitting upon in the early history of fountain pen making that particular phase of that type of fountain pen.

Why It Became Lifeless

Then came another firm who specialized on the Self Filling Pen that made a very considerable degree of success in that line. The Parker Pen Co. years ago realized that the demand was for a Self Filling Fountain Pen but did not push that particular type of pen from the simple fact that the existing type of fountain pens contained too many imperfections. For instance any pen that had a hole in the wall of the barrel through which the pressure bar mechanism extended, was from our standpoint, imperfect. It stood to reason that the interior mechanism such as the soft rubber sac, would become vulcanized sooner or later by the constant contact with the air on the outside which could go through the "hole in the wall." Then when it became vulcanized and more or less lifeless, there was sure to be a crack in the rubber and with the crack there would be a calamity for there would be an oozing of the ink out from the rubber bag.

The owner himself perhaps would not notice this until notified of it by a feeling of moisture in the vicinity of the vest pocket. Then it would be discovered that the pen had "sprung a leak" and that the vest and shirt and undershirt were getting an inky baptism that called for strong language. Still people insisted on having the Self Filler.

The Missing Link

A little over two years ago we found we had discovered the missing link in the Self Filling Pen, viz.: a SAFETY-SEALED Self Filler. When we announced this to the trade, dealers could hardly believe that this was true. They have since discovered it to be a fact and the way the public has been making a demand upon the dealer shows that the Parker SAFETY-SEALED Self Filler occupies the high crest of the wave of popularity at the present time. In fact this pen enjoys a monopoly for at present there is no other SAFETY-SEALED Self Filler. The controlling patents governing this belong exclusively to this company.

Automatically Changes

Do you suppose for a minute any buyer of a fountain pen would select a fountain pen that had a hole or break in the wall when the Parker Pen is SAFETY-SEALED and will automatically change from a Self Filler to a non-Self Filler in case of accident, instead of the pen being put out of commission? No man who understood the construction of the two types of fountain pens would ever knowingly purchase a pen that was manifestly imperfect or inferior in construction when he could buy the same pen, all other things being equal but in addition to get a pen that is SAFETY-SEALED.

If a customer of yours does not have this knowledge, is it not up to you as a good salesman to impart it to him? In selling him a Parker SAFETY-SEALED, you are doing him a favor, something he will appreciate and in which he will show his appreciation by becoming a steady customer for your store. Try it and see.

"All business worth while is based on superior service gladly rendered."

Did You Ever Hear of Roger Babson?

He is the chap who is an authority on financial forecasts of business conditions, and what is more, he has been remarkably accurate in his predictions. Probably you have read some of his articles in the Saturday Evening Post.

He sends out a series of maps and reports to business houses who subscribe for the service. In a recent report, he speaks of the year just closing as being one of the most remarkable in the history of the world. Business conditions the country over have probably never been better. He makes the prediction for the next six months and thinks that it is safe to say, that the present good times will exist.

Are you harvesting and cashing in on the golden opportunities such as are presented to you?

If not, you ought to. If you are, you are a good business man. Is there any better time for you to cash in on an investment in Parker Pens than at the present?

Nothing New in Sight Now

No wonder if you realize that the Parker SAFETY-SEALED Self Filling Pen is the only SAFETY-SEALED Pen in the world today. How long this state of affairs will continue, no one knows. Possibly some inventor will invent another Safety Sealed Pen that has the good qualities of the Parker, but there is nothing in sight at present.

All of the Self Filling, so called "safety" pens on the market, other than the Parker, have a slit or hole in the wall, which is an absolute guarantee of a calamity happening to the owner some day. The interior mechanism of the pen, such as the rubber sac, could not possibly by any stretch of the imagination last as long as the outside rubber casing. When it breaks, what is going to happen? Ink is going to ooze through the slit or hole in the wall of the barrel and the result would be a stained vest and stained shirt and underwear, with possibly a few tattoo marks on the body of the owner.

Simply Could Not Happen to the Parker Owner

Such a calamity could not happen to the owner of a Parker SAFETY-SEALED Pen simply because there is no slit or hole in the wall of the barrel through which ink can ooze. By our advertising, we are getting this fact before the public, and do you suppose when a buyer gets it thoroughly into his mind that when he pays \$2.50 or more for a Self Filling Safety Fountain Pen, that he is going to take the old style with the hole in the wall, when he can get a Parker SAFETY-SEALED at no additional expense?

"Men buy more things because they like the salesman rather than logic. Select salesmen of the right sort."

Tact

Not long since the writer went into a store that had a few of the Parker IVORINES in stock, and the dealer was asked how they sold. He said, "They do not seem to take very well here."

In looking to see where these goods were in stock, they were found to be lying side by side in a tray. A suggestion was made to the dealer to get a little piece of velvet, make some graceful folds in it and put it in a separate part of the case. Then put these IVORINES in tastefully displayed between the folds, each one separated by some distance, because in order to show these off to the best advantage, distance must be a factor. This was done and the same dealer soon found the pens moved out quickly and had orders in for more.

Yes, it is largely how a thing is handled that makes the difference between success and failure. For instance, the writer knows of a very successful dealer who has sold all he could get of the IVORINES. He makes it a point of handling the matter in the following way.

Did you ever stop to think that the thoughts of most men when they are away from home turn many times a day to the wife, sweetheart, sister or mother, who awaits their return? Do you know that these very men are susceptible to suggestion?

Suppose for instance such a man entered your store. He might not be thinking of buying a fountain pen or anything more than a cigar. He is an excellent prospect to say to, "Let me show you a new thing in the way of a Parker IVORINE Fountain Pen."

Explain to this man that any lady who was so fortunate as to receive one of these pens as a present would be simply delighted with it. The idea of having a fountain pen to match the color of her purse or the color of her dress would please her immensely.

This matter delicately suggested by a tactful salesman and having a selection on hand, will produce marvelous selling results.

There are few men who would not take advantage of the suggestive salesmanship in such a little talk and buy the pen and thank the dealer for doing it.

It is a good plan too in such cases to have the monogram engraved on the cap. This can be done for about fifty cents and almost any good jeweler can do it. The monogram should, however, be filled in with some color to make a contrast with the background of the prevailing color of the holder.

"Play business like a game of golf. Be always the gentleman courteous, always the good fellow."

Slides

We have a series of colored slides which we are supplying free of charge to any dealer who desires to run them in his local moving picture house. The name of the dealer and his address is put on. We make no charge for these slides and no charge for the transportation. Tell us that you want them and they are yours.

CATALOG SENT ON APPLICATION.

No. 25—Parker Jack Knife Safety Self-filler. Price \$5.00.



No. 24½—Parker Jack Knife Safety Self-filler. Price \$4.00. Medium or full length.



No. 23½—Parker Jack Knife Safety Self-filler. Price \$3.00. Full length. Fancy chased barrel.



No. 20—\$2.50. Parker Safety-Sealed Self Filler. With new Parker Clip 25c extra.



Parker Bakelite Transparent \$3.50. With new Parker clip 25c extra.



1c PAID
JANESVILLE, WIS.
PERMIT No. 5

BUSINESS——

If business is not as good as you like,
either you or your customer is at fault.

WHICH IS IT?



This is THE CLIP That Saves the Slip

PUBLISHED BY
The Parker Pen Company
Janesville, Wisconsin

A Little Journal of Inspiration and Helpfulness, Published Every Once In A While by the PARKER PEN COMPANY, Janesville, Wisconsin

WHAT ELIZABETH CHOSE

A few days ago one of Uncle Sam's boys, a mail carrier, and a good friend of mine, told me a very sweet little story.

This mail carrier has two sweet and charming little children in his home—Elizabeth, age 11, and John, 7. In due course of events, in some way both of the children were taken down with scarlet fever. This is not a particularly nice disease, and in fact rather a confining one. Naturally in the course of events, my friend, the mail carrier, was quarantined out of the house.

When the little folks were on the mend, the doctor suggested that they not be permitted to run all over the house but if they were confined to the large bedroom before the house was fumigated, it would simplify matters very greatly, so my friend, the mail carrier, who went to see the children every day, by putting the ladder up to the second story bedroom which contained the children. He explained to them that now that they had gotten out of bed, the doctor did not want them to run around the house. He told them if they would not go out of the room until the quarantine was removed, that he would make each one a present of any reasonable thing that they might name.

The eyes of the little ones fairly sparkled. He told them to think it over and "let me know tomorrow." Elizabeth immediately spoke up and said, "Oh, papa, I don't need to wait until tomorrow. I know right now what I want. I have wanted it so bad and so long. I want a Parker Jack Knife SAFETY SEALED Pen, orange color with a white and red striped ribbon, so I can wear it around my neck. Can I really have it?" Elizabeth was assured that she could if she kept her part of the bargain.

John immediately announced his choice and he wanted a bicycle. In a few days, the quarantine was raised and the little folks were again free. True to his word, papa mail carrier brought from the store two or three of the Parker IVORINE pens of various colors and Elizabeth immediately selected the orange which had been in her mind, but she concluded to change her idea in regard to the color of the ribbon which was on another pen.

A happier little girl in the whole town was hard to find. Papa mail carrier remarked that Elizabeth was the best little advertiser there was in town because she had shown the pen to several of her little girl friends and already four or five of them had implored their parents to buy one of the Parker IVORINES which they have done, so that through this one sale, almost a half a dozen could be directly traced to it.

Speaking of the Parker IVORINES, we just received a cable stating that an additional shipment of a few hundred pounds of this IVORINE is on its way to us from France. This of course is very welcome news to us. If the boat is not sunk by a German submarine before it gets to this side, possibly by the time this reaches you, we will have the additional supply of this material. Not very much of it, but enough so if you have special customers who you want to particularly favor, like for instance, little Elizabeth, this would be your opportunity.

We cannot tell exactly what the colors will be. We now have, however, some of the coral, light and dark, orange, and white, and there is altogether a probability that in the new shipment will be several other colors, but just what we cannot say.

We would suggest, if you want any of these that you get your order in and have it on file. Please, however, do not order more than your share. We want these to go around just as far as possible and would suggest that you do not order more than one-half dozen, in justice to your other fellow dealers.

EFFICIENCY PENS

Here is a field that has hardly been scratched. There are few cities and towns in the United States that do not have one or more manufacturing plants of some character. The larger the offices connected with these plants, the greater the opportunity for selling fountain pens. It is a field that has been almost entirely overlooked.

It has been found, however, that a \$20.00 a week bookkeeper will save enough time and be enough more efficient in a single month to save the price of a \$4.00 Fountain Pen.

He saves it in ink; saves it in time of blotting; saves it in efficiency and his work becomes much neater.

This should be put up to the dealer to go right after the office manager and see if he cannot equip every person who has writing to do with a Parker Pen.

When the offices are large, it is advised that the pens be numbered by having a number engraved on the holder. Then the pens are taken up at night and in the morning they are filled with the Pump Filler and in this way the pen is kept clean and shiny.

Then the pens are distributed according to number and each person is assigned a number which corresponds to the number on the pen so he gets the same pen back each day. This has worked out very advantageous in many instances.

It is an idea for a dealer to get hold of that will open up a field heretofore overlooked.

INK TABLETS

Probably one of the best strokes this company ever made was being right on the job with an article for which there is universal need, viz: the Ink Tablets.

When war was declared between the United States and Germany, the writer happened to be in New York City. While there, he met an old friend, who had recently returned from across the water, and who by the way had put in fifteen months of service. Part of the time with England and for eight months, he was at the head of the hospital supplies for France.

He said to the writer, "Do you know how many thousands of Parker Pens there are in the firing line over in France? Practically every drop of ink that is used in them is made from Ink Tablets." The writer had to confess that he was not familiar with this fact. He said, "It is impossible to carry fluid ink on the battle field or in the trenches or in camp. Absolutely no incumbrance is taken on that is not a necessity. Consequently carrying a fluid ink is barred."

He said, "Naturally every man in the service has many friends at home who are exceedingly anxious to hear from him, so that the soldier's leisure time, if he complies with half of the requests made upon him, must be devoted to writing letters to the members of the family or friends. Consequently a fountain pen is something that forms a part of practically every soldier's kit."

With this information the writer lost no time in making arrangements for the manufacture of hundreds of thousands of these little Ink Tablets before any other manufacturer had awakened to the situation.

You will probably see other manufacturers trailing along offering Ink Tablets now that the pace has been set by this company.

Already, however, we have received orders for vast quantities of these tablets from all over the country, which shows that we have gauged the demand correctly.

LOYALTY

If you work for a man, in Heaven's name WORK for him. If he pays you wages that supply your bread and butter, work for him; speak well of him; stand by him and stand by the institution he represents. If put to a pinch, AN OUNCE OF LOYALTY IS WORTH A POUND OF CLEVERNESS. If you must vilify, condemn and eternally disparage, why resign your position, and when you are outside damn to your heart's content. But as long as you are a part of the institution, do not condemn it. If you do, you are loosening the tendrils that hold you to the institution, and the first high wind that comes along you will be uprooted and blown away in the blizzard's track, and probably you will never know why.

—By ELBERT HUBBARD.

By the way, you will be quite surprised to see how nicely these Tablets work. Please bear in mind, however, that they are not sold as making ink equal to the regular chemical fluid ink, but it makes a very good quality of ink. There are thirty-six tablets in the box and each box sells for 10c and wholesales for 6c.

In addition to this, it is supplying our soldier boys with a convenience which is appreciated. The writer would suggest that any public spirited, patriotic citizen might like to invest a sufficient amount of money to purchase one of these little cartons of Ink Tablets to present to every soldier in your town or city.

Another suggestion would be to give to the Red Cross Society of your city a sufficient number of boxes of these little tablets so that one could be placed in each comfort bag or soldier's kit that the ladies are making. The idea of the Ink Tablets is so novel that it will please the ladies of the Red Cross very much if you should present a sufficient number to them to answer the above purpose.

Just as essential however is the ink that is to be used in the pen. For reasons mentioned above the carrying of fluid ink is out of the question. Therefore the Ink Tablets are almost an imperative necessity.

CONFIDENCE

The man who inspires confidence in others, inspires confidence in himself.

Remember you are a specialist in the particular line that you represent. There is no good reason why the customer should not listen to you and to follow your advice. He will do so if you are forceful enough and impressive enough so you can get your thoughts into his mind so he will see the matter as you see it.

COMMENCEMENT OPPORTUNITIES

The hunter that bags the game is the man who watches opportunities. He is on the outlook for "indications" and when he sees them he is there with the make ready.



Commencement time is one of the opportunities for a "make ready."

Every graduate is going to step out from school work into the world of activity. It is an important epoch in the life of each.

Friends of these graduates also so recognize it and act accordingly. So they make presents to commemorate the event.

What is more appropriate for such an occasion than a Parker Pen?

A card in the window or in or on the show case or a newspaper announcement would supply to the mind of the person about to make the present what would be appropriate.

Do it today!

OIL THE BEARINGS—AVOID FRICTION

Perhaps some little thing has arisen between you and one of your good customers and the house—possibly a claim for some little thing, you knowing all the facts felt there was no just foundation for complaint. Yet, this matter may have been mentioned incidentally by the old customer to the "other fellow."

Now the "other fellow" is looking for an opening to make a new customer for himself out of your old customer. So what does he do but magnify the little incident until your old customer really gets the impression a glaring wrong has been done him.

Yet, to get down to brass tacks his ideas on the matter are so hazy when analyzed that in reality there was little if any foundation in fact for complaints.

TREAT EVERY GOOD CUSTOMER SO GOOD, SO COURTEOUSLY, SO POLITELY, THAT THE "ENEMY" WHO STANDS ON THE OUTSIDE WAITING FOR THE POSSIBLE SLIP HE HOPES YOU MAY MAKE THAT WILL GIVE HIM "HIS" OPPORTUNITY WILL BE DOOMED TO DISAPPOINTMENT.

Use every legitimate means to increase your clientele. But by all means do everything you can by personal service to cement the friendship of your old customers. Do it pleasantly; put joy into it; then it will be a joy for your customers to do business with you and your work will be a pleasure.

CHEERFULNESS

"Learn to laugh. A good laugh is better than medicine. Learn how to tell a story. A well told story is as welcome as a sunbeam in a sick room. Learn to keep your trouble to yourself. This world is too busy to care for your ills and sorrows.

Learn to stop croaking. If you cannot see any good in the world keep the bad to yourself. Learn to hide your pains and aches under pleasant smiles. No one cares to hear whether you have the earache, headache or rheumatism.

Don't cry. Tears do well enough in novels, but are out of place in real life. Learn to meet your friends with a smile. A good humored man or woman is always welcome, but the "kicker" is not wanted anywhere, and is a nuisance as well.

Above all, give pleasure. Lose no chance of giving pleasure; you will pass through this world but once. Any good thing, therefore, that you can do, or any kindness that you can show to any human being, you had better do it now; do not defer or neglect it, for you will not pass this way again."—Parker Pen Series

WAR COPY

How do you like the looks of the copy we are running in the COSMOPOLITAN, YOUTH'S COMPANION, SATURDAY EVENING POST, LESLIE'S, SCIENTIFIC AMERICAN, LITERARY DIGEST, and a lot of other publications and of which the above is a copy? This is all double column copy as you will notice, and is virtually a replica of our big poster and of the easel card which we are sending. The idea is to couple your store with the national advertising campaign.

We can supply similar cuts both double and single column especially set up for dealer's use.

Do you want one.

USED IN THE ARMIES AND NAVIES OF THE WORLD

Your boy needs a

Easy to Fill Just Press the Button

PARKER
LUCKY CURVE
SAFETY-SEALED
FOUNTAIN PEN

Drop ink tablet in water

New Parker Pat. Clip holds in place like a washer

SAFETY-SEALED—The new type "no holes in the wall" fountain pen. Ink can't set out to soil clothes or person.

PARKER INK TABLETS for a soldier's kit in place of fluid ink

Disolves immediately into fluid ink

\$2.50, \$3.94, \$5 at leading dealers. Catalog free

PARKER PEN CO., 60 Mill St., Janesville, Wis., N. Y. Retail Store, Woolworth Bldg.

ABOUT A SAFETY RAZOR

A few days ago a good friend of the writer wanted to buy a safety razor. He was directed to a store in the middle of the block that kept a few safety razors in stock. On his way to this store he had occasion to step into another store that had a wonderfully large stock of safety razors.

He was so impressed with the stock of razors which he knew was probably ten times as large as that of the other dealer to whom he was going, that he immediately opened negotiations with a man who thought enough of his trade to stock the goods extensively and give him a wide opportunity for choice.

Result: he did not go to the store in the middle of the block but he bought the razor right there for he seemed to feel as he said afterwards that he took a chance of getting a better razor than he would by making his selection from a small assortment.

Right here is a moral that has a lesson in it for every man in the mercantile business. A man who can make a display of the goods he is selling so tastily and so well arranged that it creates in the mind of the prospective customer a desire to purchase from that particular stock, is a successful merchant. The man who does not cash in on this valuable trait is knocking out from his mercantile foundation a valuable prop.

There is just a little sentiment to us all. For instance: you wear a ring, you become attached to it. You are particularly careful about selecting the design which you think will please you and the longer you wear the ring, the more it becomes a part of you and the more you like it. Therefore, can you blame a man or woman for being just a little sentimental in buying a ring?

Did you ever stop to think there is a very close analogy between a ring and a fountain pen?

A man purchases a fountain pen and carries it next to his heart. If it is a good fountain pen, he is going to become very much attached to it. It is something that he is going to ask to serve him probably every one of the three hundred and sixty-five days in the year and perhaps a number of times each day and for a good many years.

Do you suppose that the man or woman who is at all discriminating, who is going to buy a fountain pen, will go to a dealer who has perhaps a half a dozen fountain pens?

A collection which may assume the look of the last rose of summer, so to speak, when he can go to a more enterprising dealer, who is alive and awake to the situation, who has a fine case assortment—little or big—but that case assortment looks like the polished Lucky Curves.

Behind that case is a pleasant, agreeable, obliging salesman, ready with an agreeable personality to hand out the pen that will just fit into this man or woman's ideal of the kind of a stock from which his or her pen would come from.

Invariably the dealer who studies the psychology of the subject will realize the force of this. It is a clear explanation why one man in the town perhaps will sell ten pens when his competitor across the street sells one. It is all in the way the customer is catered to and the amount of stock and the attractiveness of the display.

Broke His Parker and Used His Accident Policy

Headquarters, Motor Truck Group, Fort Bliss, Texas
Mr. George S Parker.

Dear Sir—Received your letter of March 31st, also the pen today. To say that I am very greatly pleased with your treatment and the pen is putting it mildly.

I shall do all I can to get my friends to use "Parker Pens" and will gladly recommend them to any one who wants to get the BEST that there is.

Thanking you for your kind treatment, I am, Sir,
Yours very truly,
J. A. ST. HILAIRE,
Sergeant Major, Truck Dispatcher.

WHY HIDE IT?

How can a dealer expect his investment in fountain pens to give a good account of itself if the showcase is put in an obscure place with more or less junk piled on top of it all like so many votes voting the pens into obscurity and then perhaps the pens not nicely arranged, some up side down, and the whole giving the impression of the kind of salesmanship—"take it or leave it; they are here, if you want one speak up quick."

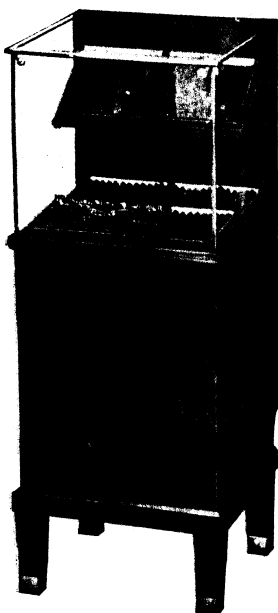
No dealer in the whole world could ever make a success of selling fountain pens or anything else by such methods. The case should be arranged in a prominent place. It should be made so attractive as to be a constant invitation to the prospective buyer saying, "Come and give me a trial. I will serve you well. I am a companion fit for a prince."

Therefore it is of the utmost importance to keep your case dressed neatly and attractively and invitingly. Keep the case well filled with a fine assortment. Honor your customer by showing him he is entitled at your hands to have a fine assortment from which to make his selection.

Honor your pen case with an assortment that will make you treat it like a prince royal, and in so doing you will attract customers and many of them.

WAR POSTERS

The big 7x9 War Posters are indeed beauties. They are gotten out especially for you, for your local campaign. If you will pay for the posting in your city, we will do the rest—furnish the posters, print in large letters your name on them, prepay the transportation on them. You will certainly overlook a big thing if you do not get on the job and order out a quantity at once.



Case No. One—6 Dozen

The little poem printed below was written by Miss Dell Miltimore, a young lady from Janesville. A number of her contributions have been printed in mediums of national circulation and it is the writer's belief that it will only be a short time until her verses which are so exceedingly clever, will mark her name throughout the world as a writer of clever verse. Notice the happy vein in which she writes. One cannot help feeling better for having read it.

THE MERMAID'S LETTER
By DELL MILTIMORE

To Neptune's Daughter,
Fair Annette, the famous movie star:
Although we've never met you, we have loved you from afar.

On behalf of all the mermaids who swim in sea or tanks
I wish to now present you with our greetings and our thanks

For showing mortals on the land the beauty of the sea
And proving that a mermaid's life is happy as can be.

You know I am a teacher in a summer school of fish—
And every young sea-urchin has oft expressed the wish
That you could spend the summer in the sunny southern seas.

And watch the flying fishes, and feel the ocean breeze,
And see the merry dolphins that gambol in their play
And race about with every submarine that scoots about the bay.

The lesson-time would always be the early morning hours

Before our daily picnic down around the coral towers.
We'd cook each meal with current from the big electric eel.

And everything from snails to whales would on the menu steal.
You'd like the sea-cucumbers and would relish jelly-fish;

The waiters, pretty mermaids, would heed your slightest wish.

Hoping we will see you shortly,
(Signed) MERRY MERMAID,
Southern Sea.

Postscript:

Our old friend McGinty has been very good to me—
In saying that, I mean that he's done wonders for the school.

He has sent us each a fountain pen, a most ingenious tool.

They say it's made in Janesville. It's a Parker Lucky Curve,
Improvement in their writing, one could easily observe.

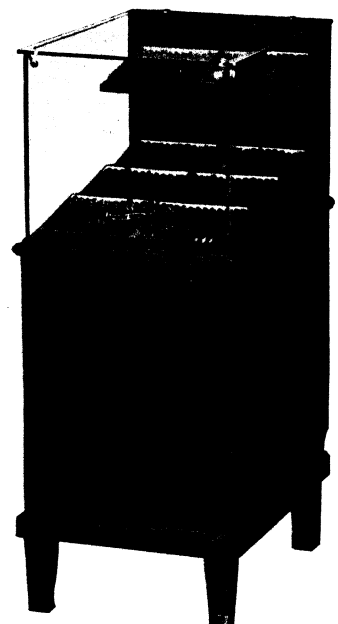
He has a fine collection of these wondrous Parker Pens.

Within the secret chamber of his pearly sub-sea dens
He keeps the pens whose barrels are made to look like jet.

For some are gold encrusted, and some with diamonds set.

The Octopus provides us ink—the whole supply he owns—
And keeps it in the locker of his neighbor, Davy Jones.

"Alcohol will remove grass stains from summer clothes. It will also remove summer clothes. Also spring and winter clothes, not only from the man that drinks it, but from his wife and children. It will also remove household furniture from the house, and eatables from the pantry, the smile from the face of his wife and the happiness from the home. As a remover of things, alcohol has no equal."



Case No. Two—8 Dozen

PARKER GRAMS

A Little Journal of Inspiration and Helpfulness, Published Every Once in a While by the PARKER PEN COMPANY, Janesville, Wisconsin.

Model Stores

Did you know that there are Model Stores in more than three thousand of the public schools of the United States?

Possibly there is one or more in the public schools of your city. An inquiry from you to the school superintendent will ascertain whether or not there is such an institution in your city.

If there is, you will find in this miniature Model Store a Parker packing box filled with twelve empty cartons—six of the red boxes and six of the green. These are prominently displayed in the store, so that every patron or the store keeper or customer knows Parker Pens as the pen on sale in that establishment.

There is also displayed in each Model Store a bright, catchy Parker Pen sign in colors, notifying the public that Parker Pens are "on sale" in the Model Stores.

No, the pens are not really on sale, because it is only a play store. The store keeper is one of the pupils of the school and the customers are likewise pupils. It is for the purpose of teaching the children to keep accounts, make out invoices, wrap up and deliver the goods.

While they are doing this, they are thinking all about the makes

of goods that are on sale in their little store. It is really quite a wonderful idea.

Each child becomes more or less familiar with the story about the article sold in that store. We are enclosing herewith "The Story of Writing" which has been read by many tens of thousands of children. This was written by the Educational Foundations Society, who are behind this movement.

One of the peculiarities about these little stores is that there is but one line of anything represented—one make of fountain pen, one brand of breakfast food, one talcum powder, one watch, etc.

These "Model Stores" are supplied by the manufacturers, who contribute the extra cartons. It is not altogether a money making scheme, but educational as well.

If you want to turn this idea into practical account, find out whether or not there is one or more Model Stores in the public schools of your city and if so, cater to the trade of the teachers and pupils for Parker Pens.

"You are often losing the best fishing while traveling to to another place."



Do you see the handwriting on the wall as well as the Parker Sign?

To Sell the Bookkeeper

Do you want to get hold of an argument that will sell any man who values time and efficiency as worth something? If so, the following investigation that was made for us by System Magazine, will be interesting.

Investigation to determine how much time is lost through waste motions when pen and ink is used in place of fountain pens.

Time required to dip—Average two seconds.

Time required to blot—Average, one second.

Two blots are made between every dip.

On steady work, a dip is made on an average of every thirty seconds.

Thus out of every minute eight seconds are wasted.

It is probably fair to say that a third of the ledger clerk's time is spent in referring to the sheets from which he is posting.

This leaves two-thirds of the eight hour day or three hundred

and twenty minutes in which he is actually writing.

And if he wastes eight seconds out of every sixty dipping and blotting, in the entire day he would waste 2560 seconds, or forty-two minutes and forty seconds dipping and blotting.

The best ad in the world is an enthusiastic customer.

The Loop.

Egotists

Roosevelt is a born egotist, so was Alexander, Napoleon, and other makers of history, but this very self confidence won for them half of their battles before they commenced to fight.

The world loves the man who says, I CAN, and I WILL, and then does it.

Such men are always leaders.

They make mistakes—many of them—but they also make more successes than failures. Therefore they are the builders.

We Gave Them New Names

Those beautiful easel, four color window cards mentioned in the last PARKERGRAMS, we have given new names: "AWAITING YOUR PLEASURE"

and

"THIS IS A PARKER PEN STORE"

These titles seem to fit the subjects better than those stated in the last PARKERGRAMS.

By the way, if you have not yet received a copy of these beautiful display cards, you are missing one of the finest pieces of advertising matter this company ever sent out.

The drawings are by a famous Italian artist and consequently they have a very decided foreign look. This does not, however, detract from their advertising value—possibly adds to it.

We are not sending them out broadcast—they cost us too much money—but any Parker Pen dealer who wants the pair, and will agree to display them in the store, we will gladly send them transportation charges prepaid.

Our Bodies

Upon the condition in which we keep these bodies of ours, depends, to a very large extent, our success and enjoyment of life.

Was it not Elbert Hubbard who, several years ago, said "the time would come when it would be considered a crime to be sick." People are beginning to see the fulfillment of that prophesy.

A few days ago a man stepped into our office. He wanted to present a proposition for consideration. Do you know that this man, while a great big fellow, probably weighed over two hundred pounds, and stood six feet or more in height, yet his breath was an advertisement of poor tobacco and a disordered stomach.

I thought to myself, do you expect me to stand here and have that vile breath poured in upon me during our conversation simply because you are so ignorant or lazy or indolent that you have not given any thought or time to taking care of that big body which the Creator has given to you?

As a result of this man's carelessness, the interview was a comparatively short one, and it was due altogether to the man's own fault. I do not say that I would have bought, had I listened through to all he might have said, but I did not propose to punish myself by listening to a man who was so careless, or ignorant, that he wanted to inflict himself upon everybody with whom he came in contact, by his bad breath.

The mind operates best from a healthy body. One loves to see the eye of a man, which is gentle as that of a beautiful woman, but looking into that eye, be able to see a power that indicates energy, ability, courage and determination, that is kept in reserve like so much electricity in a storage battery, to be used the instant it is tapped.

It's worth a thousand pounds a year to have the habit of looking on the bright side of things.

Suppose you were a stranger in a city, and strolled into a store to buy a fountain pen.

You would size up the store; take a look at the pen case. If it was clean, well filled, stock nicely arranged, a nice pad on the case that suggested giving the pens a trial, you would be quite apt, if the salesman behind the counter had gleams of intelligence, together with a pleasant smile, to try him out, and the pens too, don't you think?

Suppose, however, you found the case dirty, ink stained (suggesting trouble), fly specks on the trays, lusterless pens, ill assortment, unkept as it were,—well no use carrying it farther, you know no sale would be made to you in that store.

There is always "a reason" for success. It is easy to understand why some men do not attain success—simply because they do not practice the methods that are known to bring success.

Fight Fire

There is no one whose patience is not tried at times; no one who is not subject to affronts, although often more fancied than real.

Why do some people so quickly flare up, get red in the face and look like a person about to be stricken with apoplexy when their patience is tried a little? Lack of discipline; lack of self-control.

If you lose your patience when a customer loses his you have started the fagots for a fine little conflagration that may take an executive of the company to extinguish and which even he may not be able to put out. You may have turned your customer into a flaming torch that will touch a lot of other torches ready for ignition and burn up business and good will.

Be your own fire-extinguisher. When the other fellow loses his patience keep yours, and his impatience will soon burn itself out.

An Ocean of Power

Every man is surrounded with units of power which if used rightly would vastly increase his advancement.

Imagine, if you can, a great ocean above you—an ocean of power, which is ready to be drawn off for your benefit.

This ocean can be tapped by such qualities as you possess, such as determination, perseverance, the I WILL, tact, hard work, due regard for the rights of the "other fellow". When this is done, the circuit is opened and it will bring the power down to the human dynamo to be turned in usefulness.

There is power in abundance to satisfy every need. But to be of use, the human dynamo must get in action for in no other way can it be utilized—no proxy will answer.

When the dynamo is in action, some of the practical results may be seen in the neater and cleaner appearance of the store; more courtesy to customers; an atmosphere in the store that makes a customer feel at home; increasing one's ability to see a sales opportunity more readily and take advantage of it. Indeed the whole line advances and general prosperity sets in.

Yes, it's a great thing to find one's self and then do one's level best.

Failure is the line of least persistence.

One For Little Willie

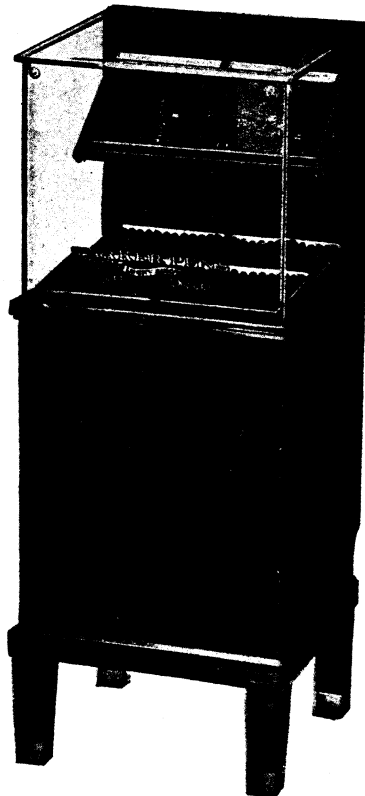
A woman, leading a little boy, said to the ticket agent in a railroad station:

"What is the fare to Monmouth?"

"Thirty cents," the agent answered. "I've told you that eight times, now," he said, mildly.

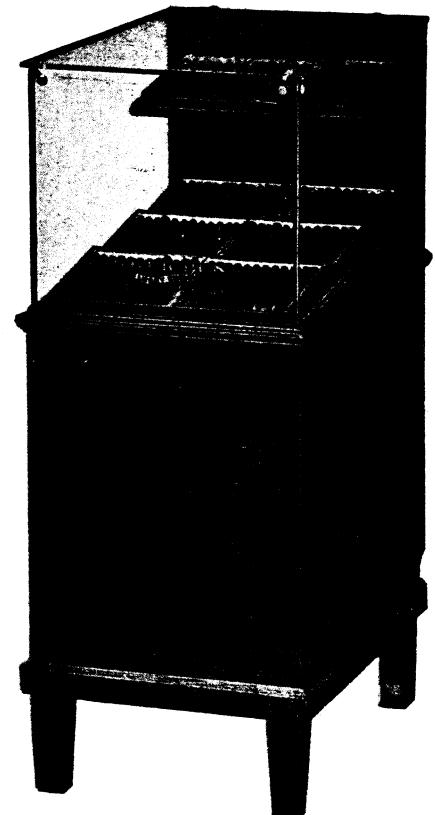
"I know you have," the woman answered, smiling; "but little Willie likes to see you come to the window. He says it reminds him of the Zoo."

SOMETHING THAT WOULD LOOK WELL IN YOUR STORE



Case No. One—6 Dozen

Loaned with Regular Assortment net \$125.55,
Which Includes 3 Dozen of the New
Parker Clips Attached.
Sanitary Base



Case No. Two—8 Dozen

Loaned with Regular Assortment net \$167.18,
Including 48 New Parker Clips Attached.
Sanitary Base

Buffalo Bill

America's greatest scout and frontiersman has gone to the land of his last great adventure. Buffalo Bill was a character such as America will probably never again produce. American to the core; he believed in himself and his country; a brave and courageous man; always loyal to his friends, and fear was a quality unknown to him.

It might be interesting to know that Buffalo Bill was an ardent admirer of the Parker Jack Knife Safety Pen. The writer had a very interesting letter from him some time previous to his death which we take the liberty of reproducing.

The picture which we present herewith is a half tone taken from a photograph in which he is using a Parker Pen, which you will see by referring to the cut. Buffalo Bill liked the big pen; the No. 25. He could carry it in his pocket right side up or upside down and it was one of his inseparable companions.

Enroute Kankakee, Ill.

Mr. Geo. S. Parker, Janesville, Wis.

My dear Parker: I am writing this with one of your Jack-Knife Safety Pens. Everybody should have one. I carry it in any position in my pocket without danger of leaking, or losing either for that matter.

Yours truly,

COL. W. F. CODY,

Buffalo Bill.



On the Border

We wonder if you realize what enormous quantities of the Parker SAFETY-SEALED Fountain Pens are used in the United States Army as well as in the Navy of the United States.

Not only this, but we have shipped tens of thousands of the Parker SAFETY-SEALED Pens which have found their way into the armies and navies of Europe.

Men on the firing line want articles of reliability. They want SELF-FILLING Pens which in event of accident to the interior mechanism will not be put out of commission, but which will merely automatically change to a regular type of fountain pen, just a little less convenient, but still a fountain pen, viz.: a non-Self-Filler.

Every one who is familiar with the subject of fountain pens, realizes that the old type of lever or ring with the hole in the wall style of fountain pens is a menace. In this class of fountain pens, should anything go wrong with the pressure bar mechanism or rubber bag, the pen is immediately put out of commission. The ink flows out through the hole in the wall. The clothing or person of the owner is soiled and the pen is of no value any longer as a fountain pen until the interior mechanism can be repaired.

Our gallant boys on the border and elsewhere recognize this as is shown by the enormous orders we have received and filled and are filling, which continue to go into the Army and Navy.

No finer or more useful present could be given to either officers or men in the Army or Navy than a Parker SAFETY-SEALED. You will be doing these gallant men a big favor by calling to the attention of their friends that their outfit is not complete without a Parker SAFETY-SEALED.

Will you not do this?



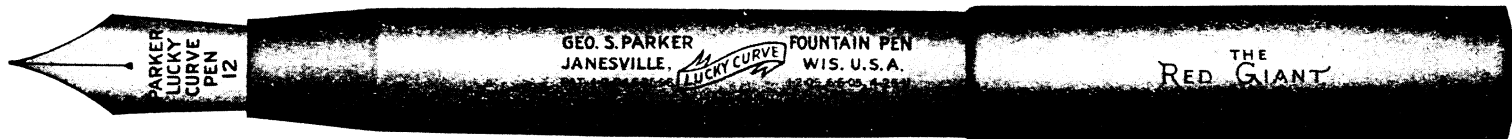
The Daddy of Them All

This is the title sometimes given the big Black Giant Fountain Pen. It certainly is a wonder and do you know that there are many lawyers, merchants, or insurance men, who like just such a big pen, in fact we sell several thousand of these black, or red, Giants in the course of a year.

If you had one of these pens in stock, it would help you raise the average price of all of the fountain pens sold. If you wanted to make a man smile who came into your store, get him up to the

pen case and hand him the Black Giant. It will take a man out of the grouchy class unconsciously, and put him among the sunshines. He may not want to buy this big pen, but if he had in mind buying a \$1.50 pen, you can easily compromise on a \$5.00 pen, besides having the satisfaction of knowing that you did a good deed.

We can supply these big fellows in either black or red rubber. The Black Giant looks much better than the Red.



A big asset in increasing the average price of the pens you sell. Try one in your next order. THE BLACK GIANT.....Price \$10.00

The Parker Clip is made of German Silver and nickel. The handsomest Clip in the world. No rivets or clamps. Held in place like a washer. Price 25c and worth more.

PUBLISHED BY
The Parker Pen Company
Janesville, Wisconsin



THE
NEW
PARKER
CLIP

It's a new thing

TAKE A LOOK!



PARKER GRAMS

1c PAID
JANESVILLE, WIS.
PERMIT NO. 5

Parker Safety Sealed Fountain Pens—showing how the new Parker Clip looks in position



Parker Bakelite Transparent \$3.50. With new Parker clip 25c extra.



No. 20—\$2.50. Parker Safety-Sealed Self Filler. With new Parker Clip 25c extra. Long or medium length barrel.

Cuts of the following are reduced in size and show the pen NOT equipped with new clip



No. 23½—Parker Jack Knife Safety Self-filler. Price \$3.00. Long or medium length barrel. Fancy chased barrel.



No. 24½—Parker Jack Knife Safety Self-filler. Price \$4.00. Medium or full length.



No. 25—Parker Jack Knife Safety Self-filler. Price \$5.00.

Other Sizes: No. 26, \$6.00. No. 28, still larger, \$7.00. Black Giant, a whale; largest pen we make—\$10.00.

Handsome little gold plated ring inserted in the cap of any of the above styles at 25c extra. It gives a finished look to the pen. Very popular. Complete catalog sent on application.